

**AN ANALYSIS OF
POLITENESS STRATEGIES IN RATATOUILLE
MOVIE: PRAGMATICS APPROACH**

THESIS



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**ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2020**

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**“Submitted in Partial Fulfillment of the Requirements for the degree of
English Sarjana Sastra”**



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2020**

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This thesis has been approved to be examined on the date as indicated below

Batam, 20 July 2020

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ABSTRACT

Tujuan dari penelitian ini adalah membahas jenis jenis dan tujuan Politeness Strategies yang digunakan oleh karakter-karakter dalam berkomunikasi satu sama lain di film Ratatouille. Penelitian ini adalah penelitian deskriptif kualitatif. Data yang digunakan berasal dari film Ratatouille dengan cara peneliti menonton filmnya dan membuat list ungkapan ungkapan yang di ucapkan oleh karakter di film tersebut. Dalam pengumpulan data, peneliti menggunakan metode non participatory. Dalam analisis, peneliti menggunakan metode Brown & Levinson. Hasil menunjukkan bahwa dari 32 data Politeness Strategies yang ditemukan di dalam film Ratatouille terdapat 6 data Positive Politeness Strategy, 7 data Negative Politeness Strategy, 9 data Bald-on Record dan 10 data Off-Record. Peneliti meneliti Politeness Strategies adalah untuk membuat para pembaca bisa menggunakan jenis jenis Politeness Strategies dalam berkomunikasi nantinya. Dan peneliti juga membahas sedikit tentang tujuan dalam pemilihan jenis jenis Politeness Strategies ini untuk membuat para pembaca mengerti akan dampak yang didapat ketika kita menggunakan strategy yang tepat.

Keywords: Pragmatik, Politeness Strategies, Film Ratatouille

ABSTRACT

The aim of this research was to discuss the types and the purpose of Politeness Strategies used by characters in communicating with each other in Ratatouille movie. This research is a qualitative descriptive method. The data used from Ratatouille movie by researcher was watching the movie and making a list of the Utterance that they said by the characters in the movie. In collecting data, researchers use non-participatory method. In the analysis, researcher used the Brown & Levinson method. The results showed that from 32 Politeness Strategies data that found in the Ratatouille movie, there are 6 data Positive Politeness Strategy, 7 data Negative Politeness Strategy, 9 data Bald-on Record and 10 data Off-Record. Researchers researching Politeness Strategies is to enable readers to use the types of Politeness Strategies in communicating later. And the researcher also discusses a little about the purpose in the selection of these types of Politeness Strategies to make the reader understand the impact obtained when we used the strategy well.

Keywords: Pragmatics, Politeness Strategies, Ratatouille Movie

ACKNOWLEDGMENT

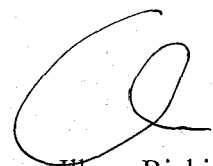
First of all, the researcher would like to say thanks to the Almighty God, Allah SWT, who always gives His mercy, strength, and health so that the researcher is able to finish this thesis entitled “An analysis of Politeness Strategies in Ratatouille Movie: A Pragmatics Approach” completely on time. The researcher would like to say thanks to his father Mr. Rosman and his mother Mrs. Murniati for their love, inspiration and attention given to him endlessly in taking this undergraduate program. The researcher wishes to express his gratitude and appreciation to Mr. Drs. Zakrimal, M.SI as his advisor who has contributed his ideas and times in arranging this thesis.

Furthermore, the researcher would like to express his sincere gratitude to all people who involve both directly and indirectly especially to:

1. Dr. Nur Elfi Husda, S.Kom., M.SI., Rector of Putera Batam University.
2. Rizki Tri Anugrah Bhakti., S.H., M.H., Dean of Faculty of Putera Batam University.
3. Afriana, S.S., M.Pd., M.Hum., Head of English Department of Putera Batam University.
4. All lecturers of English Department, for their knowledge, motivation and suggestion during his study at Putera Batam University.
5. All of beloved family, especially to my sister Rita Novianti S.Pd, Ani Sasmita A.Md.Kep and my brother Hari Harmizon, Rahman Arif, Aprialdi, Rifki Zulfadli, Romi Fernando.
6. All of friends who are studying at Putera Batam University, especially to Hendro Sirait S.S, and Hardiansyah Kasim for all of his books and motivation, Elmi Jumiarti to my beloved girlfriend, Rinaldo Togatorop and Nommariati Purba which have given spirit and friendship to the researcher.

May Allah SWT gives mercy, peace, and love for them. Amiin.

Batam, 20 July 2020



Ilham Rizki

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CHAPTER I INTRODUCTION

1.1 Background of the Research

In a life all human who live on the world must use a language to communicate and interaction each other in all the time and all the condition. Human use a language because the language is a tool to communicate and interaction. In daily communication, language is the one of important thing in the world to make human show opinions, expressions and intonation with their language. Human need another human to communicate because human is social creatures when they interact or communicate they should understand each other what is the point of their conversation. So, in communication or interaction speaker and listener should understand each other what the point or what you want to talk in conversation, because in the world we have so many language in every country.

Every country in the world has national language to communicate people in that country and national language can be identity from that country. We know not one language only in a country, they have another language that is mother language. Even though every country has many kind language the purpose of language is communicating and make identity to people where they come from. Every kind of language has politeness in language. In conversation we should input politeness so that we can respect or appreciate each other.

In pragmatics there are strategies for politeness itself in conversation. Politeness has function make other people comfortable when we talk or we communication with them, for example polite sentence “Do you think you would mind shut up!” is impolite sentence because “shut up” is rude, if we want to make polite sentence we can change “shut up” to “keeping quiet” because this phrase more polite than “shut up”. So, social distance and status (age and power) in this case we can use any word or any phrase in sentence which want to say in conversation depends on who you talk to.

Talking about politeness, we can find in pragmatics. Pragmatics itself is part of linguistics that studies relate with contextual meaning. As Mey (2001) points out, “pragmatics is essentially about the users of language in real-life situation, and about the conditions that enable those users to employ linguistic techniques and materials effectively and appropriately”. It means pragmatics can use in real life situation which enable speaker talks more effectively and appropriately like use politeness strategies in them conversation. Much of what we say and a great of what we communicate is usually determined by our relationships.

A linguistic interaction is a social interaction. In order to make sense what is said in an interaction, we must look at various factors that relate to social distance and closeness. Some of these factors are established before to an interaction and happen because external factors, for examples: Social distance and status (age and power). The speaker will see who he is talking to, how talk to an older person, and how talk to people has power like a bos. So, in english speaking

context tend to mark social distance between themselves and higher status speakers.

In social life politeness is very important thing to give themselves comfortable each other. There are norms of politeness that set social life which arise itself over time. Politeness is relative that means every place, time or environment are different. In pragmatics studies politeness has strategies that made by Brown & Levinson (1987). They are originator of politeness strategies that made outline four types of politeness strategies that are Bald On-record, Negative Politeness, Positive Politeness, and Off-record. So, politeness has some strategies in studies of linguistics especially in pragmatics study. Four types of politeness strategies researcher want make research on a movie.

In this day, politeness has an important role in social life. Politeness can be a person's identity that indicates whether he is a good person or not. we can see someone's politeness from attitude and speak. Generally, attitude is a mind of human, a person's tendency and feeling to recognize certain aspects of the environment that are permanent because it is difficult to change. The function of attitude is serve people's need to protect and enhance the image they hold of themselves, someone who is influenced by the environment that tends to be his later nature. Speak is a skill of human that say something in order to convey information, an opinion, or a feeling. So, if there is politeness in social life and everyone uses politeness in every attitude and speak, then social life will be more harmonious and peaceful.

As we know, moving images or moving photos that we call movie is a series of still images that when displayed on the screen will create the illusion of moving images due to the effect of phi phenomena (apparent pseudo movements observed) who take using camera. Movie is work art and culture which is communication media audio visual that made based on cinematography principle. In a movie, politeness is also used in conversation and interaction each other. We can see in the movie when a character is dialogue with another character in the movie. From the conversations of the characters shown in the movie we can find out the characteristics of a character in the movie because the politeness of someone we can see from the way them speak and attitude. So, movie can be a tool to learn politeness strategies that will be used in real social life at later.

There are several reasons researcher went research this politeness strategies. The first, researcher was interested in discussing the politeness technique proposed by Brown & Levinson. The second, researcher was interested to discuss this research in *Ratatouille*.

There are many journals that discuss about Politeness Strategies. researcher got some inspiration from these journals. One of the journals that inspired researcher is the journal by Heriyawati et al., (2019). The study with entitled "Lecturers Politeness Strategies in EFL classroom with Multicultural Background". The aim of this study was what word choices were used by lecturers to criticize students who will become a teacher who has a different cultural background in a Microteaching class. The writer uses descriptive qualitative method to analyze the data. This study focus on lectures as the object.

Researcher research what the strategy that use when critic the students. The similarity of this research is to discuss Politeness Strategies proposed by Brown & Levinson. The difference of this research is the object of research.

According to Eshghinejad & Moini (2016). The study with entitled “Politeness Strategies Used in Text Messaging: Pragmatic Competence in an Asymmetrical Power Relation of Teacher–Student“. This study aim to describe and analyze the differences between politeness strategies in men and women through messages by cell phone sent to lecturers and the result of this research is that the language used between men and women is the same Politeness Strategy. The writer uses descriptive qualitative method to analyze the data. This study focus on student as the object. Researcher research what the strategy that use when they sent a message to lectures. The similarity of this research is to discuss Politeness Strategies but different the expert. The difference of this research is the object of research.

Ratatouille is a 2007 American computer animated comedy movie produced by Pixar and released by Walt Disney Pictures and directed by Brad Bird. The movie recieved many award in 2007 and 2008 that got huge profits. This movie take story at a restaurant in France. We know how people at restaurant talk each other. They usually use polite words and sentences. This movie can be reference or example to apply in our life how to use politeness strategies effectively. From two things politeness strategies and movie will combine to be a research that will researcher develop to get example or imagine how to use

politeness strategies in real social life. From the description above, the researcher found the Politeness Strategies that is:

“You have a gift”

From the utterance above, the researcher found a Politeness Strategies that is “you have a gift”. This utterance is part of Politeness. The utterance that used by the speaker (Emily) is kind of Positive Politeness Strategy. The purpose of the utterance is the speaker used this sentence to make hearer (Remy) feels good about herself, when Emily said the utterance, Remy be optimistic with the skill to taste all about the food. This situation is mostly usually when the speaker and hearer have relationship and know each other very well, like family or friends.

From explanation the description above, the researcher was interested in conducting research on Politeness Strategies in Ratatouille movie especially in the kinds and the purpose. So, from in the phenomenon above, the researcher want to conduct the research on Politeness Strategies contained in the Ratatouille movie with the title: An Analysis Of Politeness Strategies In Ratatouille Movie: Pragmatics Approach.

1.2 Identification of the Problem

Related to the background of the Research, researcher says about the movie and politeness strategy, below some identification of the problem.

1. All of politeness strategies found in the “Ratatouille movie” by Brad Bird.
2. Politeness strategies in word in “Ratatouille movie” by Brad Bird.
3. Politeness strategies in phrases found in “Ratatouille movie” by Brad Bird.

4. The kinds politeness strategies in sentence found in “Ratatouille movie” by Brad Bird.
5. The features of Politeness strategies used in “Ratatouille movie” by Brad Bird.
6. The purposes of using Politeness strategies in “Ratatouille movie” by Brad Bird.

1.3 Limitation of the Problem

In this Research would like to focus on the following problem in the politeness strategy about the sentence that found and the purpose.

1. The kinds politeness strategies in sentence found in “Ratatouille movie” by Brad Bird.
2. The purposes of using Politeness strategy in “Ratatouille movie” by Brad Bird.

1.4 Formulation of the Problem

Related to the background of the Research above, the politeness strategies have some questions in the formulation of the problem.

1. What are the kinds politeness strategies in sentence found in “Ratatouille movie” by Brad Bird?
2. What are the purposes of using Politeness strategy in “Ratatouille movie” by Brad Bird?

1.5 Objective of the Research

In order to make this researcher more clearly there are some purpose of this researcher.

1. To know the kinds politeness strategies that found in “Ratatouille movie” by Brad Bird and the meaning.
2. To know the purposes of using Politeness strategies in “Ratatouille movie” by Brad Bird.

1.6 Significant of the Research

1. Theoretical

This research is expected to enrich the knowledge pragmatics especially in politeness strategies to help understanding the meaning or message in this movie.

2. Practical

The result of this research are expected to provide information to reader how to use politeness strategies in social life and the movie is a tool to understand it and apply in real life.

1.7 Defenition of Key Terms

Politeness Strategy Theory that used to describe an analysis of politeness strategies is Brown & Levinson (1987) theory. There are four politeness strategies that are classified by Brown and Levinson, they are Bald On Record, Positive Politeness, Negative Politeness, and Off Record.

Ratatouille Movie A movie about a rat named Remy who wants to become a famous restaurant chef in Paris.

Pragmatics As Mey (2001) points out, pragmatics is essentially about the users of language in real-life situation, and about the conditions that enable those users to employ linguistic techniques and materials effectively and appropriately.

CHAPTER II

REVIEW OF RELATED LITERATURES AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Pragmatics is a subfield of linguistics and semiotics that studies the ways in which context contributes to meaning. According to Mey (2001) state that pragmatics explains how language users are able to overcome apparent ambiguity since meaning relies on the manner, place, time, etc. of an utterance. It means the language user can understand the meaning of the speech delivered by everyone if the user knows the context of the intended speech because the meaning of each speech has its own meaning depending on the context of the speech delivered by the speaker. According to Hickey as cited in Sembiring & Ambalegin (2019) state that pragmatics is of language use in interpersonal communication. It means pragmatics can use to communicate in daily communication.

Pragmatics has several aspects of the science of language discussed therein. As for the field of science in languages related to pragmatics is speech act, deixis, presupposition, implicature, entailment, politeness and etc. From these points, the researcher will discuss a few of the points included in the pragmatic field.

The first of pragmatics fields is speech act. According to Austin (1962) state that a speech act in philosophy of language and linguistics is something expressed by an individual that not only presents information, but performs an action as well. It means the speaker not only convey an information but also directly gives an action in his speech. For example, "I want to go to Japan next week, would you take me there". The sentence is considered a speech act because

it expresses the speaker's desire to be able to bring him to Japan, as well as submit a request that someone brings him to Japan.

The second of pragmatics fields is deixis. Deixis comes from an ancient Greek word meaning "display or reference". In other words, lexical or grammatical contextual information that refers to a particular thing whether it is an object, place or time is called deixis. Deixis is defined as an expression that is bound to its context. It means deixis is a word that cannot be understood or is still ambiguous if it does not have another reference in the sentence or in the phrase.

The third of pragmatics fields is presupposition. In the branch of linguistics known as pragmatics, a presupposition is an implicit assumption about the world or background belief relating to an utterance whose truth is taken for granted in discourse. According to Chaer (2010) state that presupposition is knowledge that is equally known between the speaker and the hearer that behind the speech act. It means Similarities of presuppositions will facilitate communication, while differences in presuppositions will hinder communication. So, presupposition is approximation when two or more speakers talk about something when they speak.

The fourth of pragmatics fields is implicature. An implicature is something the speaker suggests or implies with an utterance, even though it is not literally expressed. In real speech, the speaker and the interlocutor can communicate smoothly, because they have the same background knowledge about something that is spoken. So between the speaker and the interlocutor there is a kind of unwritten conversation contract, that the things that are spoken are mutually

understood. According to Davis (1998) state that Implicatures can aid in communicating more efficiently than by explicitly saying everything we want to communicate. It means when one or more people talk to each other, they can insert sentences that are implicitly meaningful in their conversation and it will be more efficient.

The fifth of pragmatics fields is entailment. Entailment is logic language. Entailments occur when one may draw necessary conclusions from a particular use of a word, phrase or sentence. This field contrast to the implicature which shows that the connection between speech and its purpose is not absolute. Entailment in the relationship between the speeches with the intention is absolute. That is, everything that is spoken through sentences or writings must always be followed by logic. Then the absolute concept of entailment exists because of a sentence that follows each other, the truth of the sentence is still stable.

The last one, the sixth of pragmatics fields is politeness. Politeness is a practical application of good manners or etiquette. Politeness in conversation is something that should put by everyone. It is good for ourselves because it can be appreciated by others and also good for the people we talk to because they respect them more and make them comfortable talking with us. In this case, social distance and status (age and power) is a factor where someone uses polite words and sentences in speaking. Politeness in linguistics has several strategies proposed by Penelope Brown and Stephen C. Levinson. They found four strategies of politeness, there are positive politeness, negative politeness, bald on-record and off-record.

2.2 Politeness Strategies

Politeness strategies proposed by linguist Penelope Brown and Stephen C. Levinson. They account for politeness which centers redressing the affronts to people's self-esteems of effectively claiming positive social values in social interactions. It means everyone has a feeling that if we give attention to them, they will be happy and if we underestimate to them, they will be angry because they have self-esteem. They made this theory to purpose how to speak good manner. In social interactions, we have social values and rule in communication which governs all words and utterances good manner in interaction when speakers talk to another person and they can choose what the strategy that will use effectively. There are four politeness strategies according to (Brown & Levinson, 1987).

2.2.1 Bald-On Record Strategy

According Brown & Levinson (1987) state that Bald-On Record strategy is a direct way of saying things. It means speakers say something to hearer without make hearer a misinterpretation with the utterance. The utterances are spoken in a direct and unambiguous to hearer. So that the hearer is not confused and immediately knows the meaning of what the speaker is talking about.

Basically a Bald-On Record is a strategy that makes the hearer more quickly understand the meaning of the utterance. Bald-On Record strategy is a strategy that is often used in social interaction because this strategy is not difficult to understand and does not contain any other meaning in the utterance. Bald-On Record strategy is generally used when the speaker and hearer already know each other well.

2.2.2 Positive Politeness Strategy

According to Brown & Levinson (1987) state that the strategy which is oriented by a speaker towards the positive face or the positive self-image of hearers that speaker claims for himself. It means in this case the speaker wants to satisfy the positive face of the hearer. In more simple sense the speaker wants to make the hearer feel happy with the utterance spoken. The utterances spoken of usually commend the hearer.

According to Wardhaugh (2006) state that Positive Politeness may lead to friendship. It means Positive Politeness Strategy is a strategy that is often used in friendship zones. According to Brown & Levinson (1987) state that being optimistic is one of the ways to apply Positive Politeness Strategy. It means when speaker being optimistic and gives respect to hearer will make hearer be value and speaker also will get respect from hearer.

2.2.3 Negative Politeness Strategy

According to Brown & Levinson (1987) state that Negative Politeness Strategy as a redressive action addressed to hearer's negative face: his want to have his freedom of action unhindered and his attention unimpeded. It means minimizing particular imposition on the hearer. The speaker gives freedom to do action by giving permission to the hearer.

Negative Politeness Strategy is strategy is a strategy that commonly used when someone has power or social distance like a boss and subordinate. As said brown and levinson in the paragraph above applies when the boss is the speaker

and subordinate is hearer. Different when the speaker is subordinate and the hearer is the boss. According to Wardhaugh (2006) state that Negative Politeness leads to deference, apologizing, indirectness, and formality in language use. It means the speaker asks permission to the hearer before doing an action.

2.2.4 Off-Record Strategy

According to Brown & Levinson (1987) state that Off-Record Strategy is a communicative act which is done in such way that it is not possible to attribute one clear communicative intention to the act. It means the hearer must to interpret the intended meaning of the utterance themselves. When the speaker and hearer communicate, the speaker say an utterance to the hearer but the utterance must be interpret first by the hearer so that the hearer can understand what is mean by the speaker.

2.3 The Purpose Using Politeness Strategies

Ratatouille movie is a movie that research by researcher. This movie is as an example where the audience can understand what is politeness strategies and the kind in this movie. To know the benefits of politeness strategies in social life. The audience can apply politeness strategies in their social interactions. So, the audience not only watches the movies but can also understand the function politeness of speak in interaction.

2.4 Previous Study

This section explains the previous research that carried out research using several theories and same the topic. There are many journals that inspire researchers to develop this research. The researcher took several sample journals

that were almost the same as the research studied by the researcher. Those journal become comparison and similarities of this research:

The first is journal by Kariithi (2016). The study with entitled “Politeness Strategies Used by Youth in Their Language Use“ The aim of this study was to investigate politeness strategies that are employed by youth while communicating with other members of society. The writer uses descriptive qualitative method to analyze the data. This study focus on youth as the object. Researcher research what the strategy that use while communicating each other. The similarity of this research is to examine politeness strategies proposed by Brown & Levinson. The diference of this research is the object of research. The object is youth in their language use.

The second journal by Septian & Setiawan (2016). The study with entitled “Politeness Strategies Employed By The Main Character In AMC’S Tv Series: The Walking Dead” This study aims to discover which strategies are used by the main character toward the interlocutor in certain situation followed with the factors. The writer uses descriptive qualitative method to analyze the data. This study focus on the main character as the object. The researcher only focus on main character with using kind politeness strategies. The similarity of this research is to examine politeness strategies proposed by Brown & Levinson. The diference of this research is the object of research. The object is main character of the tv series the title is the walking dead.

The third journal by Mahmud (2019). The study with entitle “The Use Of Politeness Strategies In The Classroom Context By English University Students”.

This study aims to explore the politeness strategies of English students at one of the universities in Makassar. The writer uses descriptive qualitative method to analyze the data. This study focus on the people in the English classroom as the object. The similarity of this research is to examine politeness strategies proposed by Brown & Levinson. The difference of this research is the object of the research.

The fourth journal by Senowarsito (2013). The study with entitle “Politeness Strategies In Teacher-Student Interaction In An Efl Classroom Context”. This journal with the third journal is almost the same. The difference only is where data is collected.

The fifth journal by Supriyanta & Ghozali (2017). The study with entitle “An Analysis of Politeness Strategies Used By Claire Peterson In The Boy Next Door Movie”. This study aims to describe the types and functions of politeness strategies used by Claire Peterson in The Boy Next Door movie. The writer uses descriptive qualitative method to analyze the data. This journal is almost same with thesis of researcher. The focus of research is type/kind and function of politeness strategies that proposed by Brown & Levinson. The difference is the object of the research.

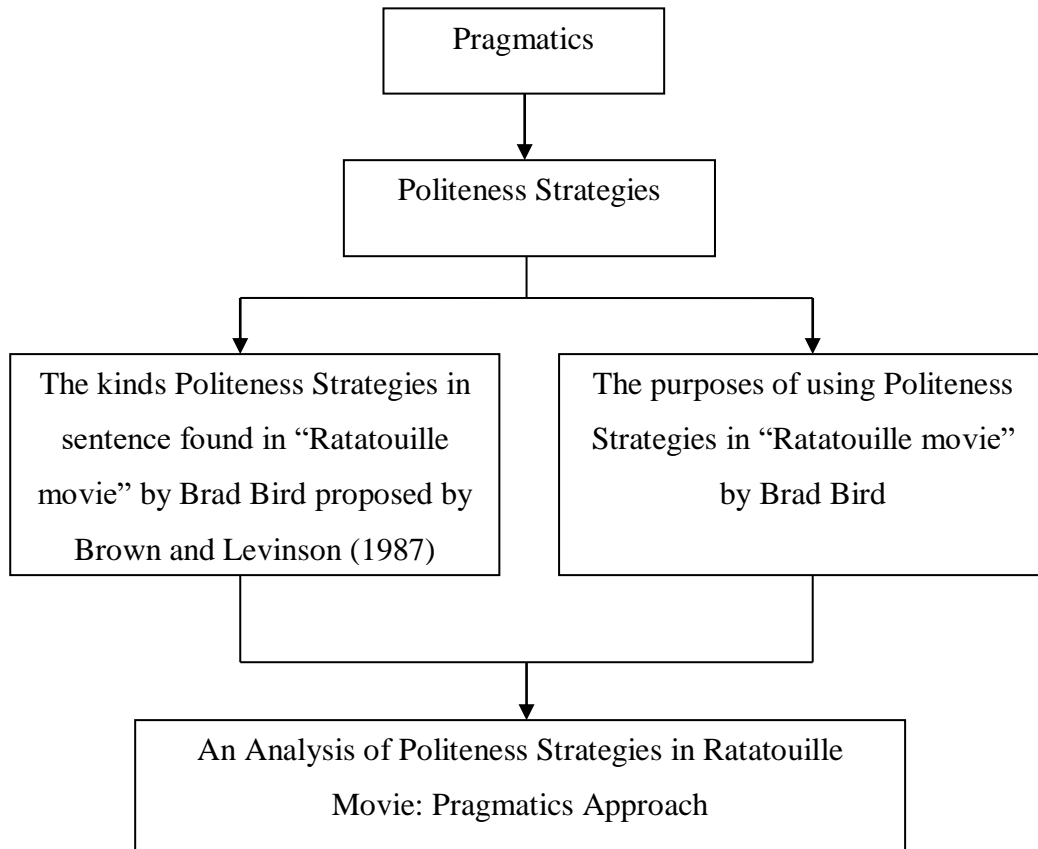
The sixth journal by Ardila (2017). The study with entitle “The Analysis of Negative Politeness Strategies Used by The Characters in “Perfume, The Story Of A Murderer Movie”. This study aims to analyze Negative Politeness Strategy that used by characters in the movie. The writer uses descriptive qualitative method to analyze the data. This study focus on the characters in the movie as object. The similarity of this research is to discuss politeness strategies proposed

by Brown & Levinson (1987). The difference of this research is the object of the research and this research analyzed Negative Politeness Strategy only.

The seventh journal by Aditiawarman & Elba (2018). The study with entitle "The Politeness strategies Used in The Movie The Chronicles of Narnia". This study aims to analyze the way politeness strategies utterances the chronicles of Narnia movie and describe the function of the politeness strategies used in the chronicles of Narnia movie. The writer uses descriptive qualitative method to analyze the data. This study focus on the characters in the movie as object. The similarity of this research is to discuss politeness strategies proposed by Brown & Levinson (1987). The difference of this research is the object of the research and the problem of the research.

Many journals that examine the politeness strategies proposed by Brown & Levinson (1987). The researcher is one of the people who research about these politeness strategies. The researcher research the types/kind and functions of politeness strategies. The researcher also found several journals related to these politeness strategies. There are seven journals taken for reference by researcher. The fifth journal research the types/kinds and functions of politeness strategies. It is the same as what the researchers research but the object the research is difference. So, researcher conclude that many journals that research about politeness strategies but only the object that distinguishes one journal with another journal.

2.5 Theoretical Framework



Bagan 1 Theoretical Framework

CHAPTER III RESEARCH METHODOLOGY

This chapter presents the method of research used to obtain the data of research. There are five sections, namely (1) research analysis, (2) object the research, (3) method of collecting data, (4) method analyzing data, and (5) presenting research result. All section is used to show how the researcher conducts this research.

3.1 Research Design

This research analyzed the kinds of politeness strategies in ratatouille movie by Brad Bird (2007), and purpose of using politeness strategies in society in daily conversation. According to Sudaryanto (2015) there are two kinds of research design; they are quantitative and qualitative researches. This research uses a qualitative research using descriptive qualitative research. Descriptive qualitative research is the method which tries to give the explanation about the symptoms relating with the recent situation. It consists on the effort of giving the note, the analysis and the interpretation of the recent symptoms which have the characteristics as follows: try to give the fact, straight to the problem and the recent variables aren't manipulated by the researcher.

3.2 Object The Research

Research must has the object as matter and the reason for doing a research. Object of research is very important thing in making a research to get the result scientifically. This research focused on the kinds of politeness strategies as the

object of the research in order to get the result scientifically and the significant reason of using politeness strategies in society daily conversation. Researcher must know the problems that occur in the object to research. In this research, the object is politeness strategies in Ratatouille movie. Then, the data are all from the script in Ratatouille movie.

3.3 Method of Collecting Data

This qualitative descriptive research applied the observation method proposed by Sudaryanto (2015). According to Sudaryanto (2015) state that the observation method is a method of collecting data by observing the data. There are two kinds of techniques used. The researcher used non-participatory. Participatory technique is different from non-participatory technique. Participatory technique is technique asking participants to fill in or answer questions given by researchers aimed at collecting data. In non-participatory technique, the researcher does not involve in collecting the data. The researcher only observes every utterance which contains the politeness strategies in movie. In this research, the researcher used non-participatory technique to collect the data.

The following step to collect the data, those are the first step, the researcher watched the movie conducting to kinds politeness strategies in sentence Ratatouille movie, the second steps, the researcher determined the Politeness Strategies in Ratatouille movie. The last researcher wrote down the data conducting the utterance, Phrase and sentence in the movie.

3.4 Method Analyzing Data

After the collecting data, in this research the researcher used pragmatics identity method (Sudaryanto, 2015). Pragmatic identity method is a method based on the use of language that depends on the context of the situation. This method is used to analyze the use of Politeness Strategies found in the *Ratatouille* movie. By the using this method, the researcher wants to analyze the kinds by Brown & Levinson (1987) in the *Ratatouille* movie.

There are several procedures performed by researchers in analyzing data. First, researchers categorize the kinds of Politeness Strategies which are Positive Politeness Strategy, Negative Politeness Strategy, Off-Record Strategy and Bald-on Record Strategy. Finally, the researcher identifies conclusions based on the analyzed data.

3.5 Presenting Research Result

After analyzing the data, the next step is to presenting the results of the research. In presenting data, there are two kinds, the first is the formal method and the second is informal method. In presenting the results of this research, researchers used informal methods (Sudaryanto, 2015). This method is used because all data is presented in descriptive form using utterance, words, Phrase and sentences without involving charts, graphs or diagrams so that it is easy to understand.